



**Flower Advisory Committee
MMA Boardroom, West Melbourne
29th January 2015**

In attendance: Geoff Maguire, Greg Duffy, Adrian Parsons, John Boon, Phillip Mays, Bill Lewis, Matthew Elliott, Corinne Said, Mary Baker, Jenna Patan (Minute Taker), Kate Jenkins (Fenton)

Apologies: Mark Maskiell, David Whitchelo

Fenton Communications

Consultation process was conducted across the market community to establish how they felt about the information the MMA was providing and what method they prefer to receive information.

Fenton Report and Plan Presented and Noted

Key Findings:

- Printed Material will be reinstated during transition
- Printed material will be specific to the Flower Market
- Regular and consistent updates
- Website will be updated as feedback suggested it is difficult to navigate
- Info screens will be utilised with specific information
- Messaging will target the benefits of Epping
- Epping Information Centre will also be staff on a frequent basis with MMA staff
- A printed Monthly updated for the Flower Market will be circulated from late Feb 2015.
- A page will be dedicated to the Flower Market on the website with replicated information.

The MMA will work with the group to continuously improve the relevance of the information.

Survey: The MMA is seeking feedback regarding the type of information and what format tenants would like to receive it. To be released on 09.02.15. All responses will be anonymous with completion times of no more than 5mins. There will be retailer specific questions to understand buying behaviour and access movements.

VALENTINES DAY

- **Trading hours:** 4.30am on Tuesday; 4am on Thursday & Saturday
- **Flowers Victoria:** Will have a marquee in Federation this year to promote flowers
- **Marketing Campaign:** Adrian Parsons has been working with the MMA and Flowers Victoria on a new campaign for Valentine's Day. "The power of the flower" has been developed and will include a radio and social media saturation that can then be utilised for other industry events. The messaging is to enforce that flowers are the gift of choice. POS materials will not be generated this year, however online electronic print ready versions can be access for those that wish to utilise them. Fenton will also work on a PR pitch to get the media involved with the campaign.

OTHER COMMENTS FROM THE ADVISORY COMMITTEE

- **Market Opening:** The MMA is targeting 19th June 2015
- **West Melbourne Closure:** The advisory requested that the MMA consider a final day of trade event for the NFC Traders and Buyers.
- **Florist Parking:** The advisory requested that consideration is given to extend the 3 month free parking period to 6 months. It is paramount to get them to Epping and an extension would help to encourage buying behaviours.
- **Stand holder perimeter parking:** At the last meeting it was agreed that the stand holders would have first right to the bays adjacent to their stands. Centre stand holders to have second rights and then the florists would be given access to them. Currently 7 stand holders have requested second right parking for perimeter spots and 19 florists have requested third right spots as part of the EOI. The advisory endorsed that the middle stand holders are to have rights before the florists.
- **Opening Gala Event:** There was an association established that has funds that would like to contribute to a grand opening event. Funds contributed would be to the value of approx. \$5K.
- **F&V Buyers Parking in NFC Parking:** The advisory requested that Customer Service representatives and security were more diligent in monitoring overflow parking on a Tuesday after a public holiday.